

LOUISIANA RICE PROMOTION BOARD (LARPB)
MEETING MINUTES
LSU AgCenter, Rice Research Station
Crowley, LA

Wednesday, June 25, 2014

A meeting of the Louisiana Rice Promotion Board was held on June 25, 2014 at the LSU Rice Research Station.

Officers and Members Present: Kevin Berken, Wayne Zaunbrecher, Jimmy Hoppe, Ronald Habetz, Robert Thevis, Christian Richard, and Jeff Durand

Members Absent: Kenneth Fairchild

Staff Present: Julie Baker Richard, Nicole Broussard, and Scott Privat.

Others Present: Randy Jemison, Jim Guinn, John Owens, Bob Cummings, Mike Doise, Luke Doise, Glenden Marceaux, and Jennifer Marsh.

Call to order, certification of a quorum, agenda review, approval of Tuesday, October 29, 2013 minutes and opening comments.

Chairman Berken called the LARPB meeting to order at 12:45 p.m. and welcomed members and guests. Roll was called by Mrs. Julie Richard and Chairman Berken certified that a quorum was present.

A Joint Executive Session with the La Rice Research Board was called by Chairman Berken.

MOTION by Jeff Durand; **Second** by Robert Thevis

To move the meeting into executive session.

MOTION CARRIED UNANIMOUSLY

Chairman Berken reconvened the meeting at 1:35 p.m. and asked for a motion to continue the regular session.

MOTION was made by Jimmy Hoppe and **Second** by Christian Richard.

To move the meeting into regular session.

MOTION CARRIED UNANIMOUSLY

Chairman Berken presented the agenda for consideration.

The following changes were made in the agenda:

Approval of the minutes to read October 29, 2013 in lieu of November 29, 2013

MOTION by Jimmy Hoppe; **Second** by Wayne Zaunbrecher

To accept the agenda as amended.

MOTION CARRIED UNANIMOUSLY

MOTION by Jimmy Hoppe; **Second** by Wayne Zaunbrecher

To accept the minutes of the October 29, 2013 meeting as submitted.

MOTION CARRIED UNANIMOUSLY

Louisiana Department of Agriculture Report

No representatives of the La Department of Agriculture were present. Income and Balance sheets for the 2013-2014 year were submitted for the meeting by Carrie Castile. These were reviewed and the lack of June information was discussed. A full report will follow by Nicole Broussard.

Financial Reports

Nicole Broussard, CPA with Broadhurst, Hamilton & Co., rendered the LARPB financial report noting that assessments for the year ending June 25, 2014 totaled \$688,988.31 as compared to \$897,141 for the year ending June 30, 2013. Broussard noted that expenses for the year ending June 25, 2014 totaled \$391,350, which included payments to the USA Rice Council of \$315,000. Current Assets were \$15,802.83 and Accounts receivable being held by the La Department of Agriculture totaled \$339,731.80. Total Net Income was \$297,637.47. She provided the current financial report to members present stating that this report was incomplete and will need to be amended further and approved at a future meeting.

MOTION by Robert Thevis; **Second** by Wayne Zaunbrecher

To table the 2013-14 financials and amended budget as presented by Broussard until a later date.

MOTION CARRIED UNANIMOUSLY

In-State Promotion and USA Rice Council Project Reports and Funding Requests

Chairman Berken directed the board to the USA Rice Council funding request that had been provided with their advance meeting materials and at the meeting He then called on USA Rice Federation staff: including Randy Jemison, director of Louisiana Field Services; Jim Guinn, vice-president of international promotion and Anne Banville, vice-president of domestic promotion, to give an update on the status of USA Rice Council financials and promotion activities that were funded with Louisiana rice promotion assessments. USA Rice staff thanked the board for the opportunity to report and urged them to renew their promotion funding with the USA Rice Council

Jennifer Marsh with the Louisiana Network was on hand to share results of the radio campaign to be aired in September. The joint ad with Camellia Beans will run for three weeks in September between the hours of 6am and 7pm.

Documentation on the update of the in-state promotion projects was included in member meeting packets. The below were highlighted:

2013-14 In-state Promotions Budget Status as of June 25, 2014				Projected Costs 2014-15
Event/Activity	Budget	Expenditures	Variance	
AgMagic (No invoice as of 6/25-2014)	\$1,000	-0-	(\$1,000)	\$1,000
LAFB Cooking Segment	\$5,000	\$5,000*	-0-	\$5,000
NRM 5-K Rice Run	\$1,200	\$1,200	-0-	\$1,200
NRM Radio Campaign	\$5,000	\$5,000	-0-	\$5,000
Total	\$12,200	\$11,200	\$1,000*	\$12,200

* Note: As of 6/25/14 the board has spent \$1,000 less than budgeted for the 2013-14 in-state promotions.

MOTION made by Robert Thevis and **Second** by Wayne Zaunbrecher

To accept the 2014-2015 funding requests of the La Radio Network as presented.

MOTION CARRIED UNANIMOUSLY

MOTION made by Christian Richard and **Second** by Robert Thevis

To accept the 2014-2015 funding requests of the La Farm Bureau/ TWILA as presented.

MOTION CARRIED UNANIMOUSLY

MOTION made by Ronald Habetz and **Second** by Robert Thevis

To accept the 2014-2015 funding requests of the Rice Month 5K Run.

MOTION CARRIED UNANIMOUSLY

MOTION made by Robert Thevis and **Second** by Ronald Habetz

To accept the 2014-15 funding requests of the LSU AgCenter AG Magic.

MOTION CARRIED UNANIMOUSLY

MOTION made by Jimmy Hoppe and **Second** by Ronald Habetz

To accept the 2014-15 funding requests of the Hathaway High School Rice Month 5K Run.

MOTION CARRIED UNANIMOUSLY

MOTION made by Jimmy Hoppe and **Second** by Jeff Durand

To accept the 2014-15 funding requests of the USARC for Domestic and International Rice Promotion.

MOTION CARRIED UNANIMOUSLY

Action on 2014-2015 Contracts

Scott Privat presented the contracts between the LARPB and Broadhurst, Hamilton & Co., Privat & Privat, and USA Rice Producer’s Group. Privat reported that all contracts were to stay the same as previous contracts.

2014-2015 contract with Broadhurst, Hamilton & Co. for an annual payment of \$2000

2014-2015 legal counsel annual contract with Privat & Privat for \$1950

2014-2015 contract with USA Rice Producers Group that includes annual fees not to exceed \$20,000 .

MOTION made by Jimmy Hoppe, **Second** by Wayne Zaunbrecher

To renew all contracts with Broadhurst, Hamilton, & Co. as presented

MOTION UNANIMOUSLY CARRIED

MOTION made by Jimmy Hoppe, **Second** by Wayne Zaunbrecher

To renew all contracts with Privat & Privat as presented

MOTION UNANIMOUSLY CARRIED

MOTION made by Jimmy Hoppe, **Second** by Robert Thevis

To renew all contracts with the US Rice Producers' Group as presented

MOTION UNANIMOUSLY CARRIED

Develop 2014-15 Budget

The board entered into a discussion of expected planted acreage and yields for the 2014-2015 rice crop and agreed to develop the 2014-2015 budget based on an estimated 400,000 planted acres yielding approximately 6800 pounds per acre. The board discussed line items to set a balanced budget for the 2014-15 fiscal year. The board then proposed the following budget.

MOTION by Wayne Zaunbrecher, **Second** by Ronald Habetz

To accept 2014-15 LARBP Budget as developed.

MOTION CARRIED.

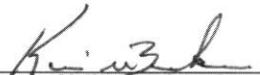
2014-2015 Budget on next page, page 6.

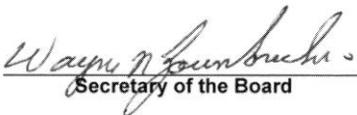
LOUISIANA RICE PROMOTION BOARD
DEPARTMENT OF AGRICULTURE
STATE OF LOUISIANA
GOVERNMENTAL FUND TYPE - GENERAL FUND

BUDGET OF REVENUES AND EXPENSES
FOR THE YEAR ENDING JUNE 30, 2015

	<u>Actual at June 25, 2014</u>	<u>Accepted Budget</u>
<u>REVENUES</u>		
Assessments	\$ 688,988	\$ 616,000
<u>EXPENSES</u>		
Collection charges	\$ 12,000	\$ 12,000
Dues - U.S. Rice Producers	8,323	11,097
Miscellaneous	136	150
Professional services	6,450	6,450
Refunds	33,192	-
Rice promotion		
Ag Magic	-	1,000
Farm Bureau - "This Week in LA Ag"	5,000	5,000
LA Network	5,000	5,000
LA Rice Check Off Program Postage	1,913	-
National Rice Month	<u>1,200</u>	<u>1,200</u>
Total rice promotion	13,113	12,200
Surety Bond	137	137
Travel	3,000	4,000
U. S. Rice Council	<u>315,000</u>	<u>569,966</u>
Total Expenses	\$ 391,351	\$ 616,000
EXCESS OF EXPENSES OVER REVENUES	\$ 297,637	\$ -

APPROVED


Chairman of the Board


Secretary of the Board

Election of Officers, LA Rice Producers' Group Representative, and Education Liaison on Ethics

The slate of current officers, Kevin Berken, Chairman; Christian Richard, Vice Chairman and Wayne Zaunbrecher, Secretary was presented.

MOTION by Jimmy Hoppe, **Second** by Robert Thevis

To reelect by acclamation the full slate of officers for the 2014-15 year.

MOTION CARRIED UNANIMOUSLY

MOTION by Jimmy Hoppe, **Second** by Ronald Habetz

To give check signing authority to three executive board members provided two signatures are required.

MOTION CARRIED UNANIMOUSLY

Appointment of Education Liaison on Ethics

MOTION made by Jimmy Hoppe, **Second** by Jeff Durand

To reappoint Scott Privat as LA Ethics Commission liaison for the LA Rice Promotion Board.

MOTION CARRIED UNANIMOUSLY

Appointment of LARPB Representative to LARPG

MOTION by Robert Thevis, **Second** by Jeff Durand

To appoint Christian Richard as LARPB Representative to LA Rice Producers' Group

MOTION CARRIED UNANIMOUSLY

Public comments

Chairman Berken asked if there were any public comments. No public comments were made.

Adjournment

MOTION by Jeff Durand, **Second** by Christian Richard

To adjourn at 3:15 p.m.

MOTION CARRIED UNANIMOUSLY.